OVER EIGHTY YEARS of TRANSATLANTIC TRAVEL



CUNARD LINE

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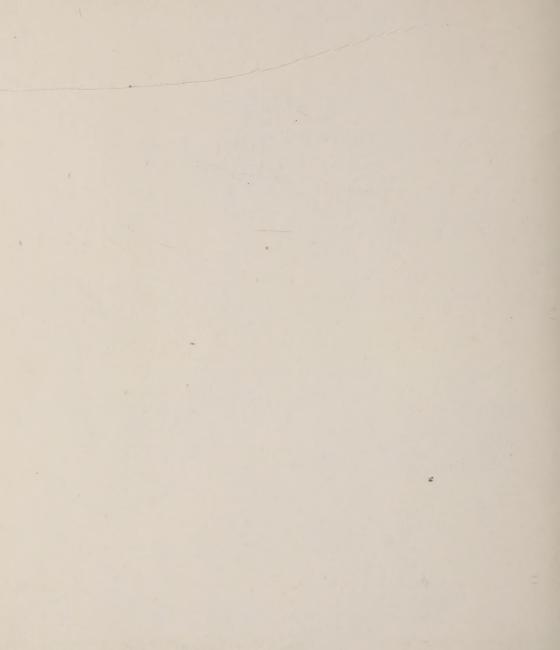
OVER EIGHTY YEARS of TRANS-ATLANTIC TRAVEL



A pictorial history showing the progress of the Cunard Line's service between two hemispheres since 1840







OVER 80 YEARS OF TRANS-ATLANTIC TRAVEL BY THE CUNARD LINE

FULTON'S Clermont and Bell's steamship Comet both deserve mention in a history of the Cunard Line, for these two vessels, crude as they were, served to convince a skeptical world that it was possible to apply steam power to transportation by water. People were slow, though, to recognize the practical superiority of a vessel propelled by steam-driven paddles over ships forced to rely on the vagaries of the wind, and the steamboat made but languid progress. Very timidly the public accepted the new craft in the coastwise trade and in channel service. But it was the general opinion in the thirties, even in some scientific circles, that it was impossible for a vessel to carry enough coal for a trans-Atlantic voyage!

One of the first shipping men to realize the practical advantages of steam packets over sailing vessels was Samuel Cunard, a leading merchant and ship owner of Halifax. For several years Samuel Cunard had been operating a fleet of ships carrying on the mail service between Boston, Newfoundland and Bermuda. For a long time he had entertained the thought of developing a line of steamers to cross the ocean.

At that time the mails between England and America,

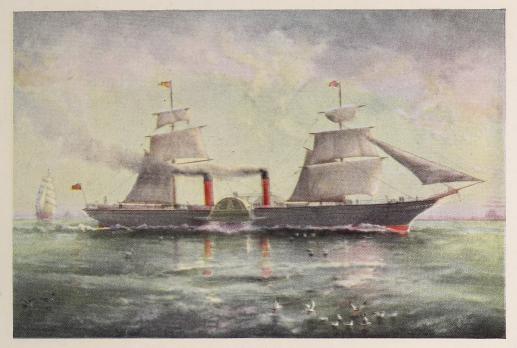


1840

BRITANNIA

Built
Length 207 feet
Breadth34 feet 4 inches
Depth24 feet 4 inches
Tonnage 1.154





1862



SCOTIA

Built	1862
Length	79 feet
Breadth47 feet 8	inches
Depth	32 feet
Tonnage	.3,871

carried by more or less obsolete government sailing vessels, were irregular and uncertain. Mr. Cunard formulated a plan in 1830 to substitute a regular steamship mail service between the continents, but capital was not obtainable and the project was delayed.

In 1838, the British government, convinced of the feasibility of steamship service by the voyage between Bristol and New York of the paddle steamer Great Western, invited bids for a speedier and more regular steam carrier system for ocean mails. Here was Samuel Cunard's opportunity to develop his dream under the auspices of the British government.

Merchants of Halifax did not look with approval on his scheme, so Mr. Cunard sailed for England to raise the necessary capital. Letters of introduction led to a meeting with Mr. George Burns of Glasgow, and Mr. David MacIver of Liverpool, two of the ablest shipping men in England, both engaged in the coasting trade between England, Ireland and Scotland.

These three maritime pioneers soon perfected their plans, raised the required funds, and Mr. Cunard submitted his tender to the Commissioner of the Admiralty. His offer was better than one made by the owners of the Great Western, and was accepted. It called for the conveyance of the mails once a fortnight between Liverpool, Halifax and Boston.

The original intention to maintain this service with three steamships was altered to provide four steamships, fixed sailing dates, and certain other provisions calculated to insure regularity. In consideration of these more exacting conditions the remuneration was increased by the British Government to $$405,000 \ (£81,000)$ per annum, instead of the \$300,000 \ (£60,000) originally contemplated.

The pioneer vessels of the Cunard fleet have passed into the history of the British Mercantile Marine. They were the Britannia, Arcadia, Caledonia and Columbia. It is not necessary today to dwell upon the dimensions of these ships. Much as they impressed their contemporaries, they seem small beside the present giant Aquitania. The Britannia, though, is one of the best known and best remembered of the vessels that have flown the British merchant flag. She inaugurated the service of the British and North American Royal Mail Steam Packet Company (as the Cunard Steam Ship Company Limited was first known) on the 4th of July, 1840. The voyage was an eminently successful one, proving that owners and builders had evolved a type of vessel that could be relied upon to cross the Atlantic, not at a great speed, it is true, for the steam power of the Britannia and her sisters was only eight and one-half knots, but still with reliable regularity.

Her first trip and her arrival in Boston are part of nineteenth century history. When she arrived in port her commander and passengers were greeted with a civic procession, a magnificent public banquet, and many laudatory speeches.



1867

RUSSIA

Built	
Length	358 feet
Breadth4	
Depth2	9 feet 2 inches
Tonnage	





1881



SERVIA

Built188	31
Length	et
Breadth52 feet 3 inche	es
Depth40 feet 9 inche	es
Tonnage)2

The event assumed international importance. Mr. Samuel Cunard, who made the trip on the Britannia, was the embarrassed recipient of no fewer than 1,873 dinner invitations during his first twenty-four hours' sojourn in Boston!

From 1840 onward the history of the Company has been one of steady progress, and despite the rivalry which the success of the Line called into being, the Company has consistently maintained the high regard of the traveling public. It was in the fifties that this rivalry manifested itself in the most acute form.

At that time the Collins Line came into being. The outstanding feature of their scheme was to provide larger and faster vessels and so drive the Cunard flag from the Atlantic, or at least put it in second place. At the beginning the contest was an unequal one. The Cunard Line, to use the name by which it was later known, was a private firm composed of a few individuals. It was run without government subsidy, the remuneration received being a payment for letters and mail matter carried on their ships. The Collins Line, on the other hand, was backed by a subsidy of \$19,259 per voyage, which was soon increased to \$33,000 per voyage or approximately \$878,750 (£175,750) a year.

This powerful opposition, however, did not deter the farseeing managers of the Cunard Line from pursuing a policy which placed safety and comfort before all other considerations. The challenge to a speed contest by the Collins Line was ignored. Instead, the Cunard Line went on with a steady building program, and looked well to the safety and comfort of their passengers, with the result that, though beaten in the time of their voyages, the Line steadily gained recognition as the steamship company which offered travelers the maximum of comfort and the minimum of risk.

It required both courage and steadfastness of purpose to refrain from entering the speed contest when the western hemisphere was singing the praises of the "successful" new Line. It was at this time that Mr. Charles MacIver, who had represented the MacIver section of the partnership since the death of his brother David in 1845, wrote to Mr. Cunard that the Collins Line were "pretty much in the situation of finding that breaking our windows with sovereigns, though very fine fun, is too costly to keep up." Events proved the truth of this observation.

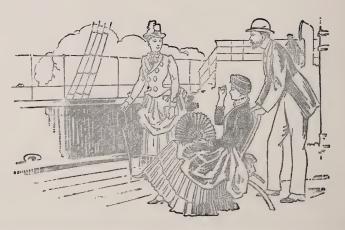
The loss of the Arctic in 1854 and, a little over a year later, the disappearance of the Pacific without any trace of the nature of the disaster to which she succumbed, were very serious misfortunes for the Collins Line. Very pluckily, fresh capital was obtained to replace these vessels. But before the ships were in commission new Cunarders were running, and the honors of the Atlantic were easily held by the pioneer line. In 1858 it was obvious that the financial position of the Collins concern was hopeless; strenuous opposition from United States merchants and shipowners against subsidies led to the government's

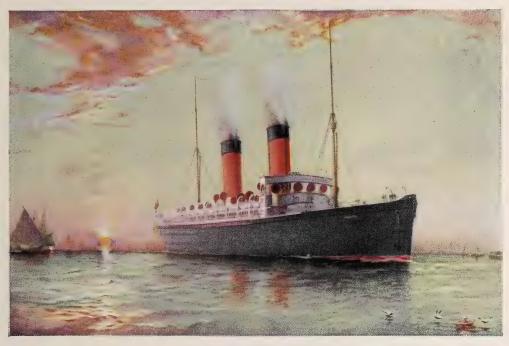


1884

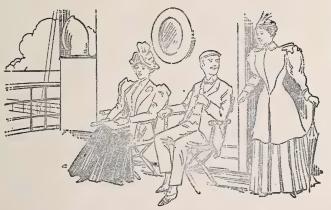
UMBRIA-ETRURIA

Built1884
Length500 feet
Breadth57 feet 3 inches
Depth40 feet
Tonnage 8,127





1893



CAMPANIA—LUCANIA

Built
Breadth65 feet 3 inches
Depth

withdrawal of its assistance, with the result that the collapse of the Line was both sudden and total.

It is interesting to note, with regard to this phase of the history of the Cunard Line and of maritime matters in the Atlantic, that in 1853 a Select Committee of the British House of Commons was appointed to investigate the conduct of ocean mail contracts. The report of the Committee contains a note which throws a gratifying and informative sidelight upon the official view of Cunard trans-Atlantic Service:

"We find that the vessels employed in the Line are much more powerful, and of course more costly, than is required by the terms of the contract. The service has been performed with great regularity, speed, and certainty—the average length of passage, Liverpool to New York, being twelve days, one hour, fourteen minutes."

In regard to this allusion to the structural strength of Cunard vessels, it is apropos to mention that this qualification has been steadily maintained throughout the development of the Line.

The Cunard Line entered upon the second stage of its career in 1880, when a prospectus was issued stating that "the growing wants of the Company's trans-Atlantic trade demanded the acquisition of additional steamships of great size and power, involving a cost for construction which might best be met by a large public company."

Two years previous the Company had been registered under the Limited Liability Acts. The step was a necessary one in view of the family interests involved. Mr. David MacIver had died in 1845, his share devolving upon his brother Charles. Mr. George Burns (who was created a baronet in 1889, the year before his death) had retired in 1858, leaving his holding in the Company to his two sons, John and James Cleland Burns. The capital of the Joint Stock Company was \$10,000,000 (£2,000,000) of which \$6,000,000 (£1,200,000) was issued and taken up by the three founders' families, but no shares were offered to the public till 1880.

Then the available shares were at once subscribed for, and, of the Company which was then formed, Mr. John Burns became the Chairman of the first Board of Directors, the first Chairman of The Cunard Steam Ship Company Limited, the new name then given to the concern as more indicative of its origin than the older and more cumbrous title of the British and North American Royal Mail Steam Packet Company.

There was no drastic change of policy under the new regime. The same methods of safe and steady progress which had marked the development of the Line during the forty years of its service were continued. Lindsay's classic "History of Merchant Shipping" admirably summarizes what these sound principles of policy had done for the Company:

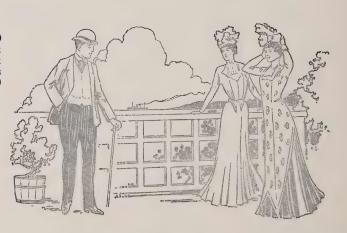
"If ever the world's benefactors are estimated at their real worth, the names of Samuel Cunard, George Burns, and David MacIver will rank among those, who by their gallant enterprise,



1900

SAXONIA

Built	 					1900
Length	 				600	feet
Breadth.						
Depth	 . 4	19	fee	et	6 in	ches
Tonnage.					14	300





1905



CARONIA—CARMANIA

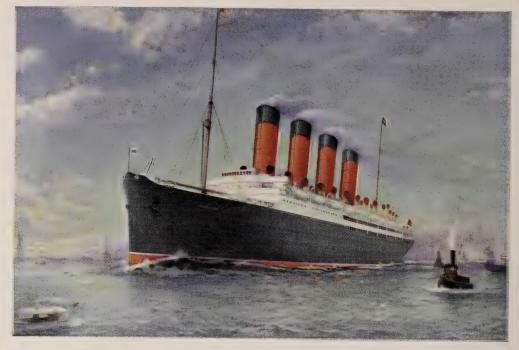
Built1905
Length
Breadth 72 feet 6 inches
Depth43 feet 9 inches
Tonnage

have made the world richer by giving an unprecedented impetus to commerce and who have rendered inestimable service to the people of every country. For it was not merely in establishing the first line of American mail steamers that they deserved credit, but in the framing of the rules for the management of their fleet which has led to such magnificent results. Appreciating the great responsibilty there was upon them, they made their plans yield at every point to secure one grand object safety. They might, without laying themselves open to criticism, have reduced the cost of their service by minimizing the labor employed and they might also have engaged a cheaper kind of labor than that which they had always used. But from the first, to their honor be it said, everything had been sacrificed to safety. Precious human lives were entrusted to their keeping, and whatever else had to give way, they were inflexible on this point. Safety first, profits second, was their practical motto; and as good wine needs no bush, the public soon found out the high character of the firm, and from its establishment to the present time this great character has been maintained." This is a sterling tribute, from one peculiarly qualified to pronounce it.

Looking back in brief review over those four decades, progress, measured by the more rapid advancement of recent years in the domain of naval architecture and marine engineering, may seem to have been somewhat slow. The Britannia of

1840 was 1,154 tons gross. The Scotia, 3,871 tons, the finest paddle steamer that ever crossed the ocean, was built in 1862. Some ten years later the Australian, an iron screw steamer of 1,402 tons, was built for the Line. The Scotia remained the largest vessel of the fleet until 1874 when she was eclipsed by the Bothnia, of 4,556 tons, which was followed in 1875 by her sister ship, the first Scythia. The largest Cunarder in commission in 1880 was the Gallia, of 4,808 tons, four times the tonnage of the Britannia. Had only the same rate of progress been maintained during subsequent years, the biggest Cunarders of today would be the Caronia and Carmania, and we should still have long to wait for the advent of an Aquitania (45,647 tons). The Britannia and her sisters crossed the Atlantic at a speed of eight and one-half knots. Forty years later the best westward record was fifteen and one-quarter knots, a rate which the Mauretania has increased by more than ten knots.

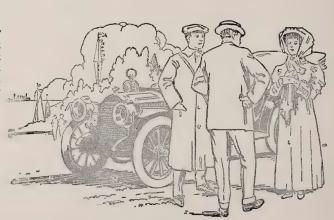
In the eighties, with the addition to the fleet of the Servia, Aurania, Umbria and Etruria, the sure foundations of steady advancement were laid. The nineties saw it further increased by the Campania and Lucania, record breakers of 13,000 tons and twenty-two knots speed. Other notable vessels built for the Line were the Ivernia (torpedoed and sunk by enemy submarine, in the Mediterranean, on January 1, 1917), Saxonia and Carpathia (torpedoed and sunk while bound for the United States in July, 1918), and the Caronia and Carmania, "the

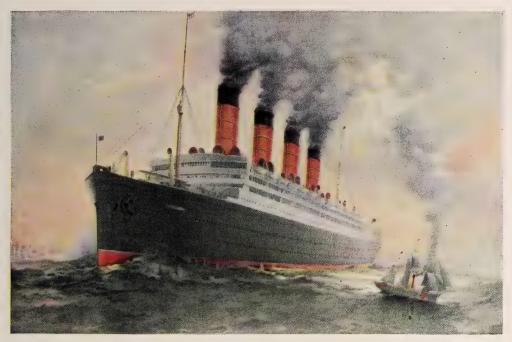


1907

MAURETANIA

D.::16	~~ ~
Built19 Refitted as an oil burner. 19	907
Length	eet
Breadth88 f	eet
Depth	eet
Tonnage 30 ?	704





1914



AQUITANIA

Built1	914
Refitted as an oil burner, 1	
Length 901 f	feet
Breadth97 f	
Depth92 feet 6 inc	
Tonnage	647

pretty sisters," launched in 1905. Of these two the former is a twin-screw steamer propelled by reciprocating engines; the latter, a triple-screw turbine. Both are 20,000-ton vessels of over eighteen knots, so that the Company had opportunity, in operating them, to compare the relative merits of the two systems of propulsion, and accumulate information of great value in the construction of the magnificent steamers, the Lusitania and Mauretania, those marvels of speed and luxury.

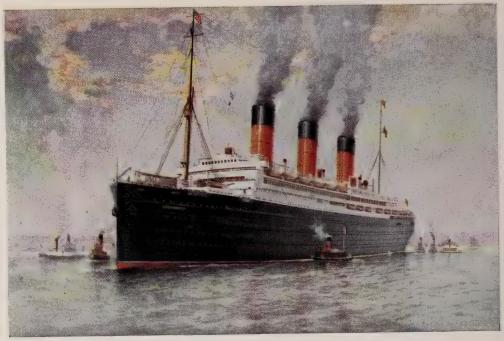
No merchant vessel the world over ever had such attention focussed on her as the Lusitania. From the laying of her keel-plate to her completion, she was the cynosure of all interested in ships and shipping. The British and foreign press reported her progress in minute detail; her successful launching was recorded with enthusiasm in every maritime state throughout the world; for she and her sister, the Mauretania, enjoyed the dual distinction of being the largest and fastest vessels which naval architects had produced. How they justified the expectations of their owners and builders, and how Europe and America awaited with interest the notification of each day's run, is now a matter of history.

They were succeeded, however, by a still larger vessel, the Aquitania. The length of the Aquitania—over 900 feet—and her great dimensions—she is listed as 45,647 tons gross—have rendered possible public rooms of such proportions and such perfection of architectural arrangement and decorative

art as mark an advance even upon the elegance of the Mauretania, and this advance is by no means limited to the accommodation provided for first-class passengers, but extends throughout second and third class quarters. Between the advent of the Mauretania and the Aquitania came the famous 18,000-ton vessels, the Franconia and Laconia. The Franconia was torpedoed and sunk in the Mediterranean on October 19, 1916, while acting as a British transport. The Laconia was torpedoed while eastward bound with passengers in February, 1917.

Within the past few years the Company has made its reentrance into the Canadian trade. It will be remembered that the Britannia, the first Cunarder, ran to Halifax and Boston, and the direct link thus established with the Dominion of Canada, and maintained for over twenty years, was never entirely severed. For even when the Cunard ships ceased to call at a Canadian port, and proceeded direct to New York or Boston, their superior speed still drew large numbers of passengers from Canada. By acquiring the Thomson Line and its interests in 1911, the Company was enabled to provide a direct and distinct service with Canada which they strengthened by building three new vessels, the Andania, Alaunia, and Ascania, while another which perpetuated the name of an earlier favorite was the Aurania.

On October 4, 1916, the Alaunia, bound for London from Canada, after landing her passengers at Falmouth, struck a



1913

BERENGARIA

Built	1913
Refitted as an oil burner.	1922
Length919	feet
Breadth98	feet
Depth63	feet
Tonnage52	2,022





1921-1922



SCYTHIA SAMARIA LACONIA FRANCONIA SERVIA

Built				1921-1922
				600 feet
Breadth.		 		.73.6 feet
Depth				45 feet
Tonnage.				21,000

mine in the English Channel with the result that she was a total loss. The Andania and Aurania were torpedoed and sunk within a month of each other while bound for America. The Ascania was likewise lost during the war.

In 1921 the Berengaria (late Imperator) was acquired and took her place in the Cunard fleet. At that time she was the largest vessel running in the service of any line. Her name was rather a departure from the customary Cunard nomenclature, inasmuch as instead of representing a country, the name of the Queen of King Richard the Lionhearted, was selected. The passenger accommodation of the Berengaria is most entrancing. Her Ballroom, Lounge, Dining Saloon, and Pompeian Swimming Pool are unsurpassed.

When wireless telegraphy came within the scope of practical use the Cunard Line recognized its value at once as a factor for increased safety. The Marconi system was first introduced in the Lucania. So pleased were the directors with the results that they decided at once to adopt the invention in all their passenger steamers. In October of 1903 the Lucania was the vessel selected by the inventor for further experiments in wireless telegraphy; on the voyage from New York to Liverpool completed on October 10th, a newspaper with news from the Marconi stations at Cape Breton (in Nova Scotia) and Poldhu (Cornwall) was published daily. This Cunard Daily Bulletin, as it was called, recorded the most important and interesting

events on both continents, and marked a fresh era in oceanic journalism. Its issue was suspended during the war, but its daily publication on all Cunard ships is now again a delightful feature of ocean travel.

The Company has paid particular attention to submarine signalling, and the more recent vessels are each fitted with apparatus to receive signals and get location under all conditions, even in weather which makes the ordinary fog warnings useless. Apart from the various precautions adopted in all the vessels for the safety of the passengers and crew, the Aquitania carries two motor lifeboats, each fitted with a complete installation of wireless telegraphy, possessing a receiving range of 300 miles.

These are but examples of the thoroughness of Cunard methods. The world of shipping was only mildly surprised therefore when recently in order to develop the Canadian business which the Line had resumed, the steamship interests of the Canadian Northern Railway System were acquired, which gave the Company new terminal connections on the English side at the ancient port at Bristol. The vessels acquired under this arrangement made it possible for the Cunard Steam Ship Company to play a very important part in the development of the Dominion of Canada.

Alliance with the Anchor, Anchor-Donaldson, and American-Levant Lines broadened the scope of Cunard Service considerably. India, Australia and New Zealand are all now included



1921-1922

ANDANIA ANTONIA AUSONIA AURANIA ASCANIA ALAUNIA

Built	1921-1922
Length	
Breadth	
Depth	
Tonnage	



in the Company's operations. And the end of the Great War marked the beginning of a splendid era of reconstruction and expansion for the Line. The giant steamers Aquitania, Berengaria and Mauretania were overhauled and reconditioned, their power equipment transformed to burn oil fuel, their decorations restored to immaculate freshness. Lesser ships went through the same process of restoration, and took their places again in the passenger-carrying service sparkling as new and modern in every aspect.

And then began the work of building. Eighteen new ships, all oil-burners, were included in the program. One after another they have been hurrying off the ways, clean of line, modern in plan, fast, strong, proud.

First was the Anchor Liner Cameronia, an oil burner with but one funnel. Her length is 575 feet; her tonnage 16,700.

Then followed the Scythia, a new type of Cunarder, also an oil burner with single stack. She embodies every latest improvement in naval architecture and engineering, every newest luxury in appointment and decoration. She carries 2200 passengers in three classes, and has a gross tonnage of 20,000. She is engaged in the New York to Liverpool service. The Samaria, a sister ship, launched soon after the Scythia, is listed on the same route. The Laconia, a third sister, launched a few months later, sails from Boston. Two others of the Scythia type are the Franconia and the Servia.

The Cameronia is supplemented by four more Anchor Liners of her same type—the Tuscania, launched October 4, 1921, and the Caledonia, Transylvania, and California.

Cunard-Canadian service, which lapsed during the war because of the sinking by enemy submarines of all the ships on this route, was resumed in the spring of 1922 by a splendid fleet of eight new ships. The Tyrrhenia, a handsomely appointed vessel of the Cameronia type, was launched in May, 1921. The Albania is a new single-class ship, carrying 500 cabin passengers. And the "A ships", the Antonia, Ausonia, Andania, Ascania, Alaunia, and Aurania,—one by one take their places on the route from Canada to England and the Continent.

Over eighty years of trans-Atlantic service! Over eighty years from the staunch little Britannia to the magnificent Aquitania, the fleet Mauretania, the gigantic Berengaria; from a fortnightly service between two ports, to a service that calls at many ports with surprising frequency and regularity.

Far from being content to rest on its laurels, the Company regards those fourscore years merely as a good foundation for future advancement. The past has proved the soundness of the Cunard policy of thoroughness, safety, expansion. The future will see those principles applied with increasing force, to develop a still greater Cunard!

DIAGRAM · SHOWING · COMPARATIVE · SIZE · OF · VARIOUS · TYPES · OF · CUNARD · MAIL · STEAMERS · FROM · 1840 ·

NAME OF SHIP	BUILT	MATERIAL	PROPULSION	FUEL	GROSS TONNAGE	LENGTH	BREADTH	DEPTH	INDICATED HORSEPOWER	SPEED
"BRITANNIA" "ACADIA" "COLUMBIA" "CALEDONIA"	1840	WOOD	PADDLE	COAL	1154	207′.0	34′.2	24′4	740	8.5
"HIBERNIA" "CAMBRIA"	1843	WOOD	PADDLE	COAL	1422	210′.0	35′.9	24′2	1040	9.25
"AMERICA" "NIAGARA" "EUROPA" "CANADA"	1848	WOOD	PADDLE	COAL	1825	251.0	35	26′3	2000	10.25
"ASIA" "AFRICA"	1850	WOOD	PADDLE	COAL	2226	266′.	40.0	27′2	2400	12.5
"ARABIA"	1852	WOOD	PADDLE	COAL	2402	285′.	40′.8	29%	3250	13
"PERSIA"	1855	IRON	PADDLE	COAL	3300	376′.。	45.3	316	4000	13.8
"SCOTIA"	1862	IRON	PADDLE	COAL	3871	379:0	47'10	32′0	4900	14.4
"CHINA"	1862	IRON	SINGLE SCREW	COAL	2539	326.0	40′51/2	29%	2250	13.9
"JAVA"	1865	IRON	SINGLE SCREW	COAL	2697	337′.0	42′6	29%	2650	14
"RUSSIA"	1867	IRON	SINGLE	COAL	2960	358′.。	42'6	29′2	3100	14.4
"BOTHNIA" "SCYTHIA"	1874	IRON	SINGLE SCREW	COAL	4556	420′.0	42′3	36′。	3250	13.8
"GALLIA"	1879	IRON	SINGLE SCREW	COAL	4808	430′.0	44'3	36%	5300	15.5
"SERVIA"	1881	STEEL	SINGLE SCREW	COAL	7392	515	52′3	40.9	9900	16.7
"AURANIA"	1882	STEEL	SINGLE SCREW	COAL	7268	470′.0	57′3	386	9900	17
"UMBRIA" "ETRURIA"	1884	STEEL	SINGLE SCREW	COAL	8127	500′.0	57′3	40%	14,500	19.5
"IVERNIA" "SAXONIA"	1900	STEEL	TWIN SCREW	COAL	14,027	580%	64′3	416	10,400	15.25
"CAMPANIA" "LUCANIA"	1893	STEEL	TWIN SCREW	COAL	12,950	625′0	65′3	430	26,000	22
"CARONIA"	1905	STEEL	TWIN	COAL	20,000	675′.0	72'4	43′9	21,000	18
"CARMANIA"	1905	STEEL	TRIPLE SCREW TURBINE	COAL	20,000	675′.0	72'4	43′9	21,000	18
*MAURETANIA"	1907	STEEL	QUADRUPLE SCREW TURB.	OIL	30,704	790′.0	88′。	57'ı	67,000	26
* "AQUITANIA"	1914	STEEL	QUADRUPLE SCREW TURB	OIL	45,647	901′.0	97′。	64'0	60,000	23
* 'BERENGARIA"	1912	STEEL	QUADRUPLE SCREW TURB	OIL	52,022	919.0	98'4	63′。	62,000	23
"FRANCONIA" "LACONIA" SAMARIA" "SCYTHIA" "SERVIA"	1921- -1922	STEEL	TWIN SCREW	OIL	21,000	624.0	73′5	45′。	13,500	16
ASTERISKS BEFORE NAMES OF STEAMERS DENOTE THEY WERE CONVERTED FROM COAL TO OIL BURNERS										

CUNARD LINE

ANCHOR LINE

ANCHOR-DONALDSON LINE

UNITED STATES

ATLANTA										. 55 N. Forsyth St.
BALTIMORE										107 E. Baltimore St.
Boston										126 State St.
CHICAGO										140 N. Dearborn St.
CLEVELAND			. 0						.]	Hotel Cleveland Bldg.
DETROIT					12	25.	-122	27	W	ashington Boulevard.
MINNEAPOLIS]	Me	tro	pol	ita	n I	Life	E	Bld	g., 3d St. and 2d Ave.
New Orleans .										205 St. Charles St.
										25 Broadway
PHILADELPHIA .										1300 Walnut St.
PHOENIX								4	43	West Washington St.
PITTSBURGH			6							. 712 Smithfield St.
PORTLAND, ME										198 Middle St.
										. 1135-37 Olive St.
										501 Market St.
SEATTLE										. 621 Second Ave.
Washington										517 14th St., N. W.

CANADA

HALIFAX .					Granville and George Sts.
Montreal		•	•,		20 Hospital St.
					67 St. Peter St.
					. 162 Prince William St.
					50 King St., E.
					622 Hastings St., W.
WINNIPEG.					270 Main St.



OVER EIGHTY YEARS of TRANSATLANTIC TRAVEL



CUNARD LINE